

# About Priocept

2020

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Priocept helps businesses to create digital products and services.

We design, build and run web technology platforms for market leading companies and specialise in Software Engineering, Cloud Infrastructure, E-Commerce, Content Management and Web Operations.

We combine this expertise with structured but agile project management services to ensure successful project delivery. On budget, on schedule and to the highest quality standards.

- Founded in 2004
- Central London office
- Independent
- Technically focused

Clients

# Clients



Finance

Insurance

Travel

E-Commerce  
& Retail

Government  
& Non-Profit

Technology

# CAPABILITIES

Software Engineering | Cloud Infrastructure | E-Commerce  
Content Management | Web Operations

# Software Engineering

- We approach “digital” projects as software development projects
- Software engineering is at the heart of our organisation
- Specific types of software engineering that we specialise in:
  - Web development
  - Systems integration and web services
  - Mobile development
  - UI development
- Applying engineering disciplines to our projects ensures the quality of the end result and allows for predictable project timelines and costs
- Our approach also minimises the “technical debt” that can cause excessive future development and maintenance costs

# Cloud Infrastructure

- We help clients deploy and migrate solutions to modern cloud infrastructure
- We have deep expertise in Amazon Web Services, Google Cloud Platform and Microsoft Azure
- Cloud-based infrastructure, if implemented correctly, is 100% software-defined and 100% automated
- IT infrastructure projects “in the cloud” are now just another form of software engineering, allowing us to deliver effective infrastructure with high levels of automation
- We also specialise in development process automation, tooling and “DevOps”, allowing delivery of the most efficient, cost-effective, predictable and reliable IT platforms

# E-Commerce

- We have 10+ years experience building large scale e-commerce platforms
- Our experience includes:
  - Both off-the-shelf e-commerce products and bespoke development
  - Finance, travel, retail, luxury goods and B2B e-commerce
- We combine e-commerce with content management technologies to provide a complete web platform
- We have a track record of building high availability, business critical e-commerce infrastructure including extensive Amazon Web Services experience
- Our e-commerce clients include Argos, Avis, Virgin Mobile, Eurooffice, Vitec Videocom and the London Stock Exchange



# Content Management

- 12+ years experience of content management implementation across a range of CMS platforms
- Experts in designing complex multi-lingual, multi-geography content management architectures, to maximise content reuse and consistency within large organisations
- Leading UK implementation partner for Magnolia, Sitecore and Sitefinity CMS platforms
- Experience of many other CMS platforms including Episerver, Jahia, AEM, Drupal, Umbraco, SharePoint and Wordpress

# Web Operations

- Expert technical support for business critical web applications
- Application and infrastructure support
- Agile, incremental product development
- Managed services for cloud infrastructure (Amazon Web Services and Google Cloud Platform)
- DevOps, release management, continuous delivery
- Up to 365/24/7 support cover available
- SLA response time of 15 minutes for priority issues

# Agency Partnering

- We also provide technical support and sub-contracted implementation services to digital agencies and creative organisations
- Agencies typically excel in brand communications and creative execution, but have limited software and technology expertise
- So they look to Priocept to deliver technical projects on their behalf, in a controlled, predictable, low-risk and cost-effective manner

# Positioning

Since we focus solely on providing technical consultancy services for software development and digital projects, we often work as part of broader project delivery team, alongside creative agencies, internal client teams, or our clients' other suppliers.

## Creative Agencies

UI/UX Design

Digital Strategy

Creative Execution

Online Campaigns

Content Creation

## Priocept

Software Engineering

Cloud Infrastructure

E-Commerce

Content Management

Web Operations

## Systems Integrators

Change Management

IT Strategy

Managed Services

Offshore Development

Legacy Systems Integration

# Our Values

## We are:

- Delivery focused
- Free thinking – challenging conventional wisdom, confronting the real issues, always searching for the right solutions for our clients
- Technology and vendor agnostic

## We never:

- Use technology for technology's sake
- Receive commission on software sales
- Shy away from telling clients how things are, and what needs to be done
- Blind with science – we use plain English rather than buzzwords

# Partnerships

# Partners



Content  
Management

E-Commerce & Software  
Platforms

Cloud Infrastructure &  
Hosting

## The leading Magnolia partner in the UK since 2011

- We have worked on numerous high profile Magnolia CMS implementations including:
  - Argos.co.uk
  - Avis Europe
  - Photobox.com
  - Virgin Holidays
  - Vitec Videocom
- Deep expertise in technical design, development and content architecture for Magnolia
- Working with underlying Java/JCR technologies since 2008 (for TUI Travel)
- Specialists in implementing high-availability, high-scalability Magnolia solutions on AWS and GCP cloud infrastructure



## Sitecore partner since 2010

- Responsible for developing and supporting large scale Sitecore implementations for clients including:
  - Virgin Mobile
  - Association of British Insurers
  - HiFX
  - eTyres.co.uk
- Sitecore certified consultants and developers
- Sitecore upgrade assistance and content author training
- Specialists in DevOps and infrastructure automation for Sitecore

# Amazon Web Services



**Working with Amazon Web Services (AWS) since 2013, we achieved official AWS Consultancy Partner status in 2017**

- We have architected and delivered high-availability AWS infrastructure for:
  - Argos.co.uk
  - Huawei
  - Avis
- Priocept consultants have Professional level AWS certifications in Cloud Architecture and DevOps Engineering
- Specialists in building software-defined, high-availability, high-scalability web platforms using "infrastructure-as-code" tooling, establishing DevOps practices and tooling on AWS
- Expertise in EC2, ELB/ASG, RDS, DynamoDB, CloudFormation, IAM, Lambda, Elastic Beanstalk, S3, CloudFront, Route 53, SNS/SQS, CodeDeploy and Ansible

**Working with Google Cloud Platform (GCP) since 2011, confirmed as one of the first official Google partners for GCP in the UK in 2017**

- Have built GCP solutions for:
  - World Wildlife Fund
  - Barclays
  - LiftedIndex (Android app vendor)
- Priocept consultants have GCP certifications in Cloud Architecture and Data Engineering
- Specialists in building software-defined, high-availability, high-scalability web platforms using "infrastructure-as-code" tooling, establishing DevOps practices and tooling on GCP
- Compute Engine, App Engine, Container Engine, Cloud Datastore, Cloud Storage, BigQuery, Deployment Manager, Pub/Sub, Cloud Endpoints, Cloud SQL, Cloud Datalab

# CMS Experience

# Content Management System (CMS) Credentials

- **SITECORE**

**ABI** – Content categorization, e-commerce functionality, Dynamics CRM integration

**Virgin Mobile** – Multi-lingual (including Arabic right-to-left) e-commerce platform

**HiFX** – Performance tuning and development support

**eTyres.co.uk** – Content managed e-commerce platform

- **MAGNOLIA**

**Argos.co.uk** – Content managed e-commerce platform

**Avis Europe** – Multi-site, multi-lingual, e-commerce platform

**Vitec Videocom** – Multi-site, multi-lingual, e-commerce platform

**Photobox.com** – Content managed e-commerce platform

# Content Management System (CMS) Credentials

- **SITEFINITY**

Fundsmith – Transactional investor platform

- **EPISERVER**

GlaxoSmithKline – Global, multi-lingual, multi-channel web platform

- **OTHER**

London Stock Exchange (SharePoint) – londonstockexchange.com

Lloyd's of London (SharePoint) – Intranet and single sign-on implementation

# Our Work

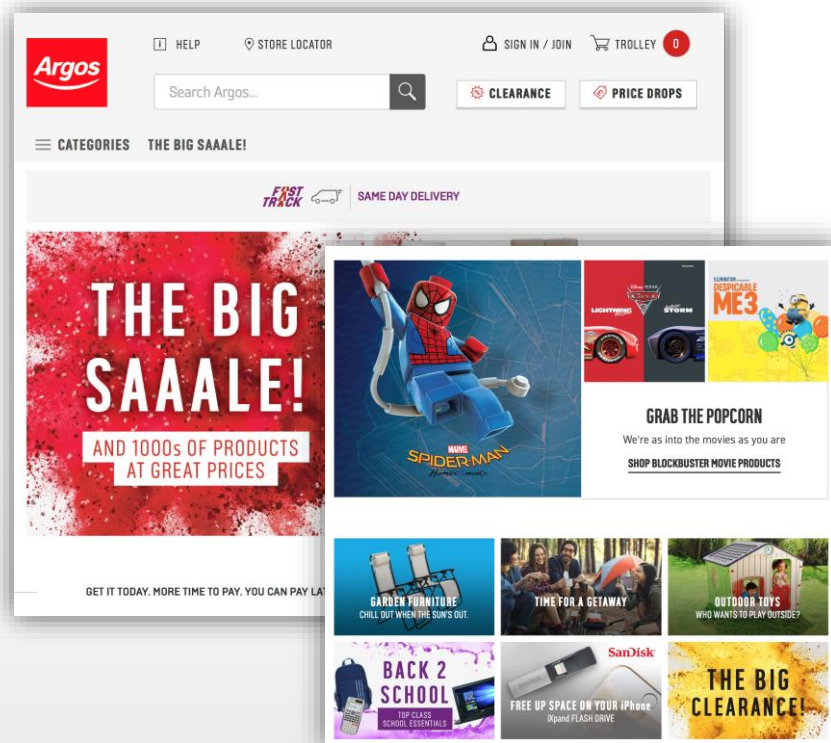


# Argos.co.uk



## Retail e-commerce platform on Magnolia and AWS

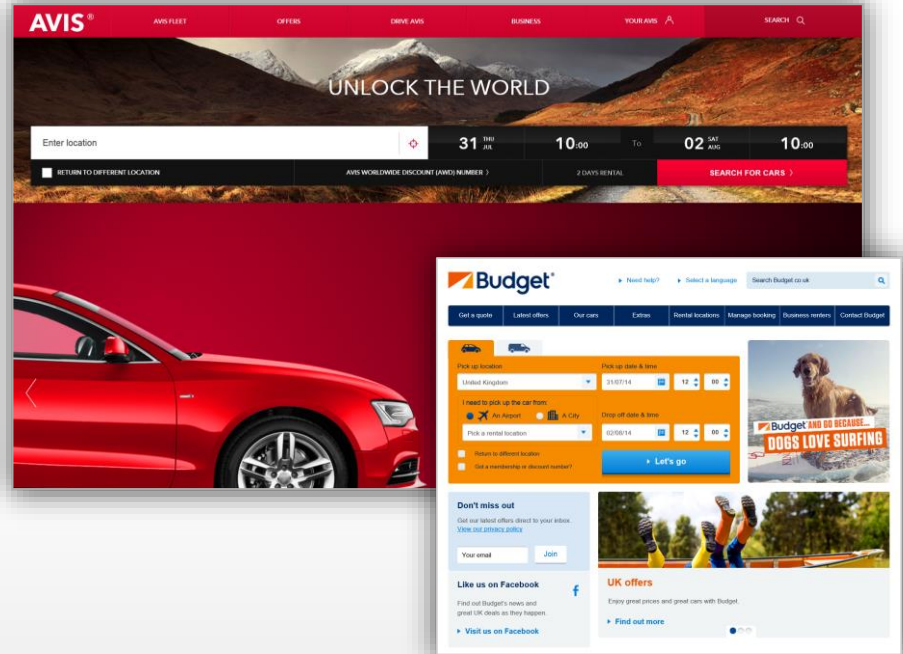
- High availability, auto-scaling Magnolia CMS implementation on Amazon Web Services
- Continuous integration / continuous delivery and infrastructure-as-code implementation (AWS CloudFormation, Ansible)
- Development of Magnolia based "headless" content API implementation
- Integration with ReactJS
- Priocept development team on client site, integrated into internal Argos team
- [argos.co.uk](http://argos.co.uk)





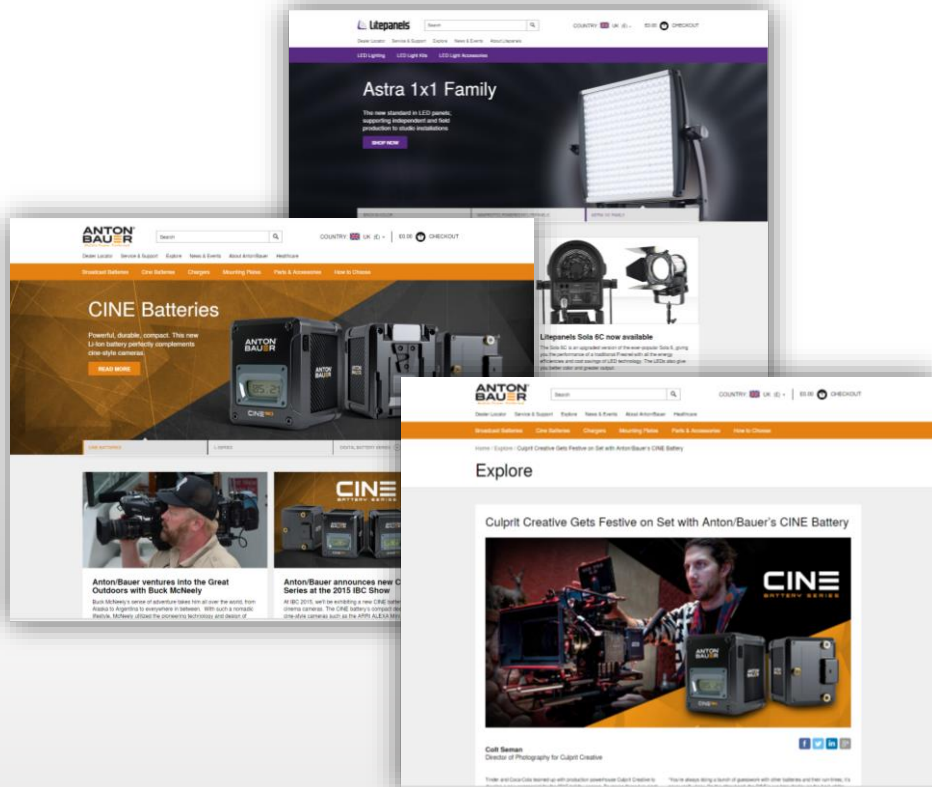
## E-Commerce platform on Magnolia

- Redevelopment of the web platform to support over 60 European sites
- Integration with pan-European booking systems
- Centralised content creation with local market translation and customization
- Upgrade to Magnolia v5.5
- Consolidation of Avis and Budget brands under a central CMS
- DevOps setup (Continuous Integration, Ansible) and Amazon Web Services consultancy
- [avis.co.uk](http://avis.co.uk) | [budget.co.uk](http://budget.co.uk)



## E-Commerce platform on Magnolia

- Design and build of combined e-commerce and CMS platform to support 15+ brand websites
- Magnolia CMS combined with bespoke e-commerce platform
- Hosting provider selection (Rackspace)
- Integration with CRM and ERP systems
- Integration with e-commerce checkout solution
- [litepanels.com](http://litepanels.com) | [antonbauer.com](http://antonbauer.com)



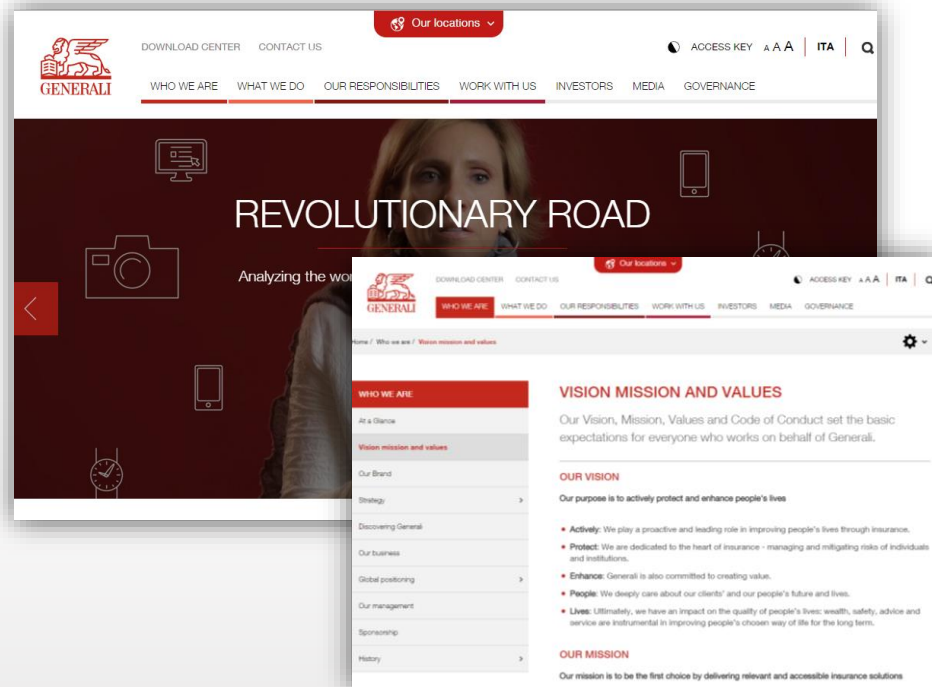


# Generali Insurance



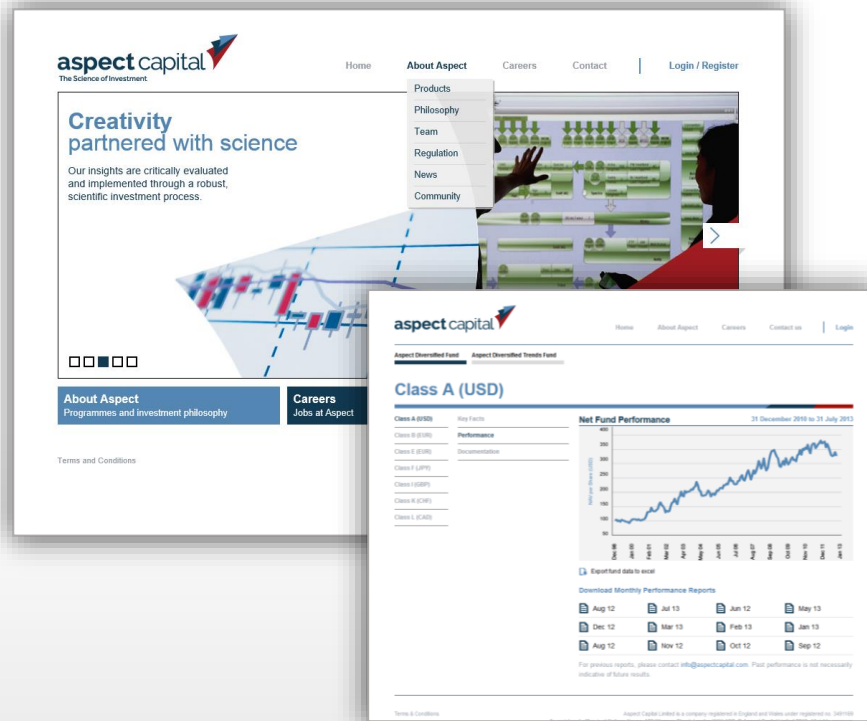
## Website development on Magnolia CMS

- High availability implementation on Amazon Web Services
- Upgrade of website to Magnolia 5.4
- Implementation of new responsive design
- Migration of content to new system
- Development of various new features
- [generali.co.uk](https://www.generali.co.uk)



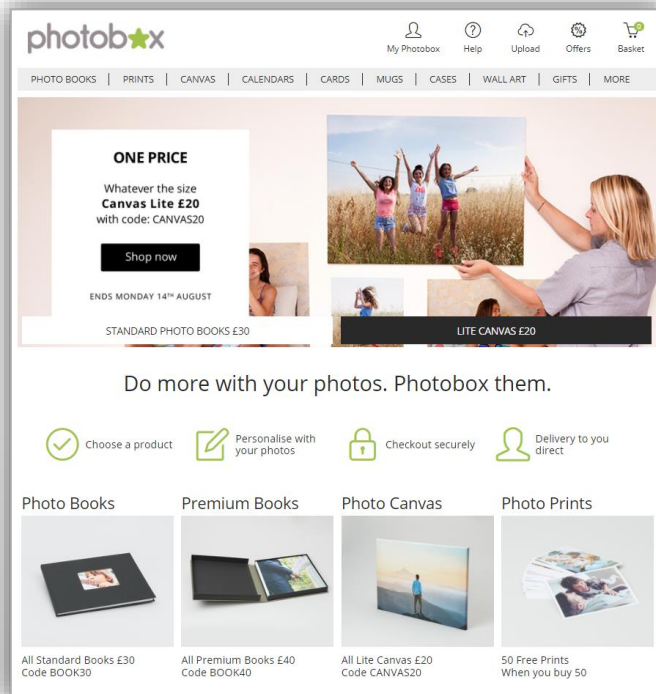
## Website development on Magnolia CMS

- New brand identity and site structure
- User login and terms and conditions upgrade
- Integration of Fund Performance pages including graphing and data downloads
- Support to Aspect Capital business teams with site content population
- Support to Aspect Capital IT with deployment
- [aspectcapital.com](http://aspectcapital.com)



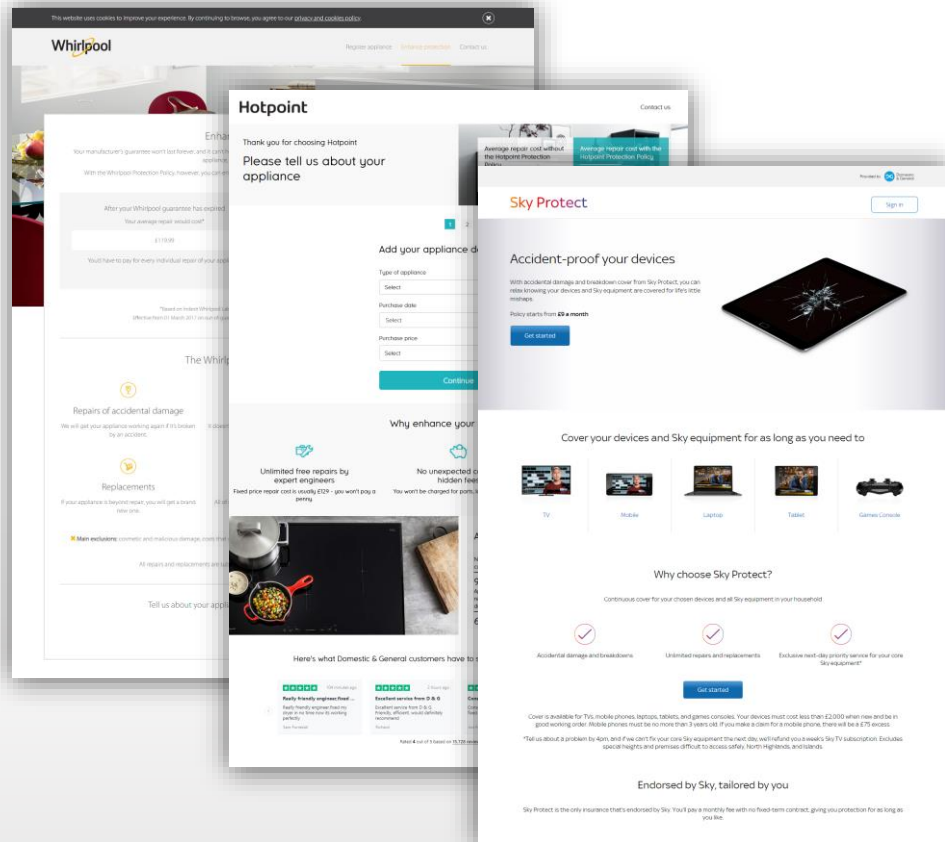
## WCM development and consultancy with Magnolia CMS

- Magnolia consultancy to support the development of a proof of concept CMS
- Infrastructure consultancy to define the physical architecture of the CMS
- DevOps consultancy – development, build, and deployment processes
- Integration with backend e-commerce services
- Magnolia development support
- [photobox.com](https://www.photobox.com)



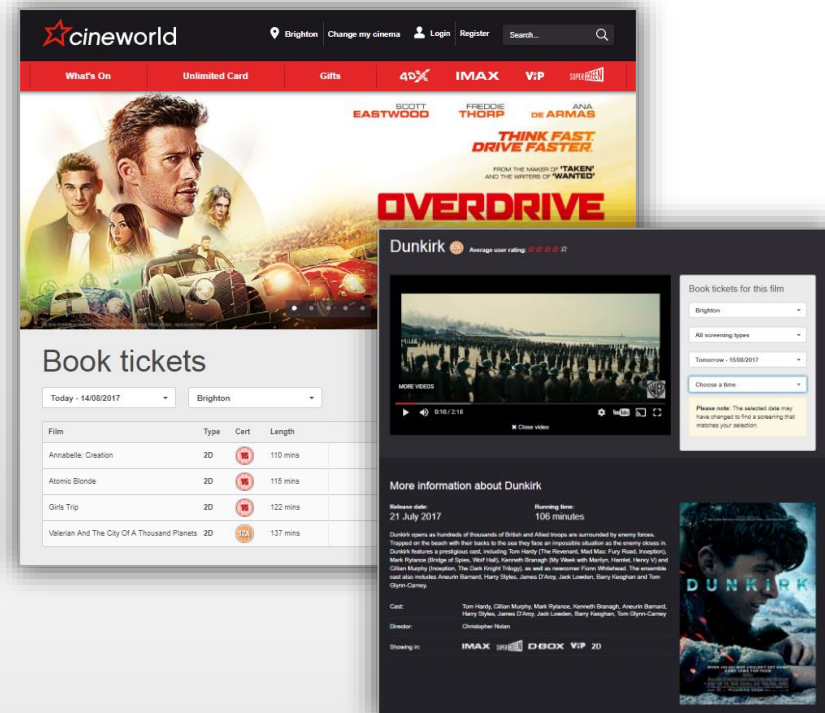
## Magnolia Development and Support

- Support for over 200 sites
- REST service development
- Integration with WebSphere Commerce
- Headless CMS support
- Magnolia support services
- Training
- [skyprotect.com](https://skyprotect.com)
- [hotpoint.registermyguarantee.com](https://hotpoint.registermyguarantee.com)
- [whirlpool.registermyguarantee.com](https://whirlpool.registermyguarantee.com)



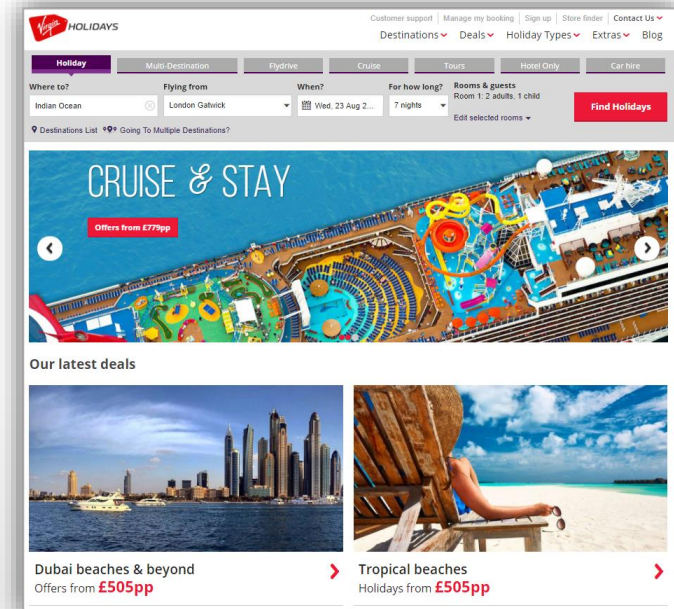
# Google Cloud Platform and Magnolia consultancy

- Architected new cloud infrastructure to support Cineworld's Magnolia CMS platform
- Cloud infrastructure consultancy, cost analysis and technical design (Google Cloud Platform)
- Performance optimisation to support 20,000+ concurrent users during peak demand



## Magnolia CMS consultancy

- Strategic technical consulting to assist with the redesign and redevelopment of Virgin Holidays web platform using Magnolia CMS
- Development of a proof-of-concept application connecting Magnolia CMS to existing back-office services and digital asset management
- [virginholidays.co.uk](http://virginholidays.co.uk)





## Magnolia upgrade and enhancements

- Intranet upgrade for Kent Police and Essex Police
- Upgrade from Magnolia 4.5 to 5.5.5
- Refactoring of templates
- Development of new features
- Implementation of best-practice development processes and software-defined infrastructure
- [insite.ecis.police.uk](https://insite.ecis.police.uk) | [connexions.ecis.police.uk](https://connexions.ecis.police.uk) | [extranet.ecis.uk.police.uk](https://extranet.ecis.uk.police.uk)



## Website development on Magnolia CMS

- Installation and configuration of Magnolia 5
- Development of CMS templates
- Content migration to Magnolia 5
- Development of functional enhancements
- [pay4.co.uk](https://pay4.co.uk)





# Volkswagen

## Headless CMS infrastructure

magnolia®

- Management of product data, retailer data and digital assets via headless CMS platform
- Content modelling for domain-specific types via custom Magnolia content app
- Advanced digital asset management – bulk uploads, merging, tagging, metadata, watermarking etc.
- Grails web framework (Groovy, Java, GORM, MVC), including Grails wrapper for Magnolia

### Popular models



**New up!**  
From £9,135



**Polo**  
£11,970



**Golf**  
From £17,765



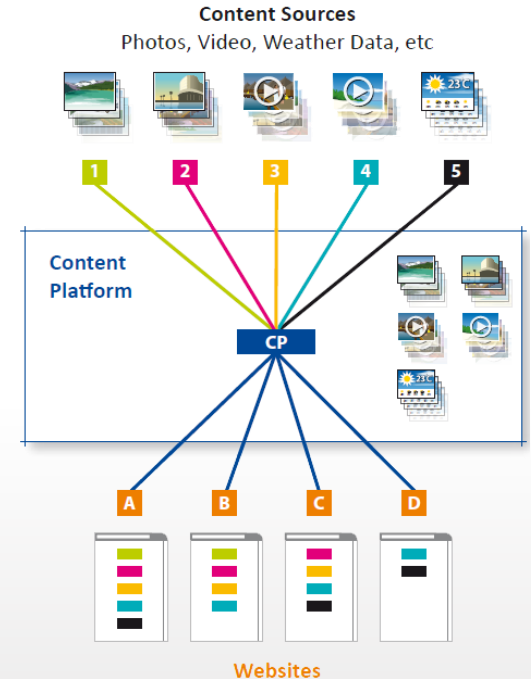
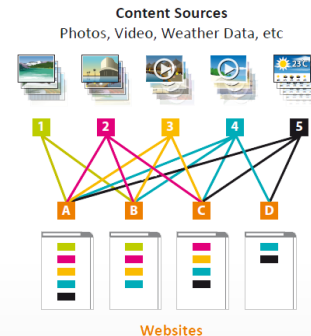
**Tiguan**  
From £23,250



**GRAILS**

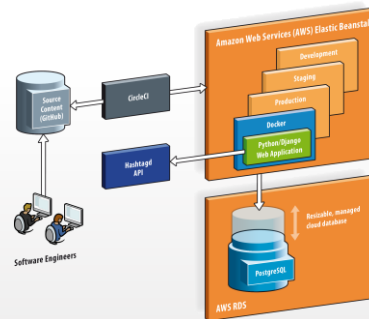
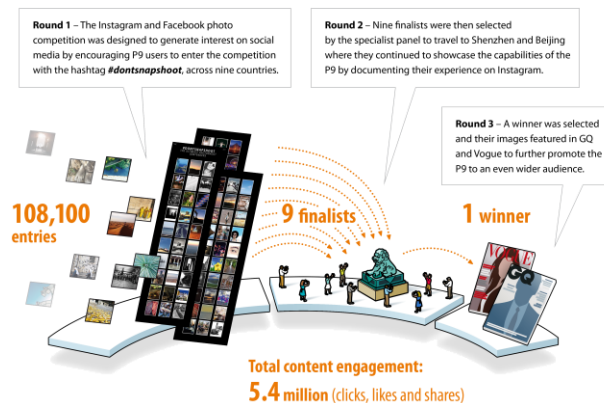
## Group-wide content platform design and build

- Implementation of JCR based platform to provide a centralised content aggregation and management platform to be used by 300+ TUI websites
- Provides a single source for destination, resort and hotel data
- Takes content feeds from major data vendors (GIATA, TripAdvisor, weather providers) and internal TUI data sources
- Exposes the aggregated data via secured web services API
- Apache Jackrabbit and Java Content Repository



## P9 global product launch

- Application development using AWS, Elastic Beanstalk, Lambda and CloudFront
- Instagram and Facebook image competition using Hashtag'd API integration
- Web application development using ReactJS and Python/Django
- Advanced Google Analytics integration (tag and event tracking)
- Continuous integration using CircleCI (automated builds, testing and deployments)



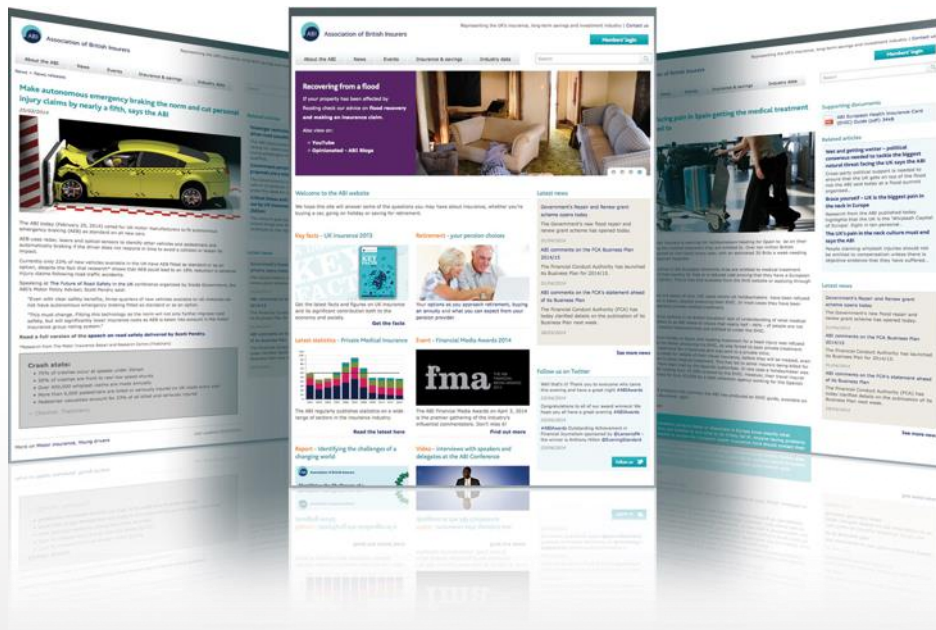


# Association of British Insurers

## Web platform development on Sitecore



- Design, build, and ongoing application support for the ABI website
- CMS vendor selection, implementation of Sitecore, and subsequent upgrades
- Infrastructure setup and configuration on Rackspace Cloud
- Integration with Microsoft Dynamics CRM
- Payment gateway integration and e-commerce functionality for the sale of event bookings and industry data subscriptions
- Forms integration (using WFFM module) for online applications, used for data collection and member directories



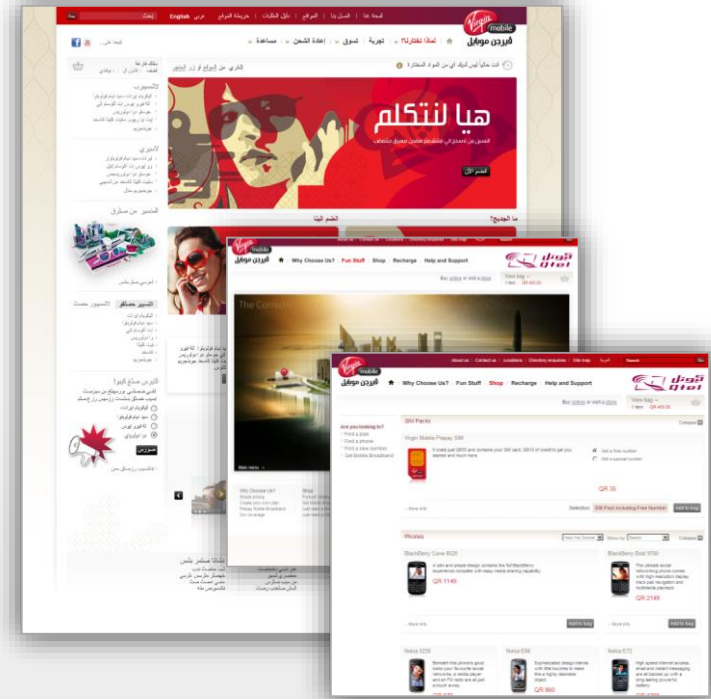


# Virgin Mobile



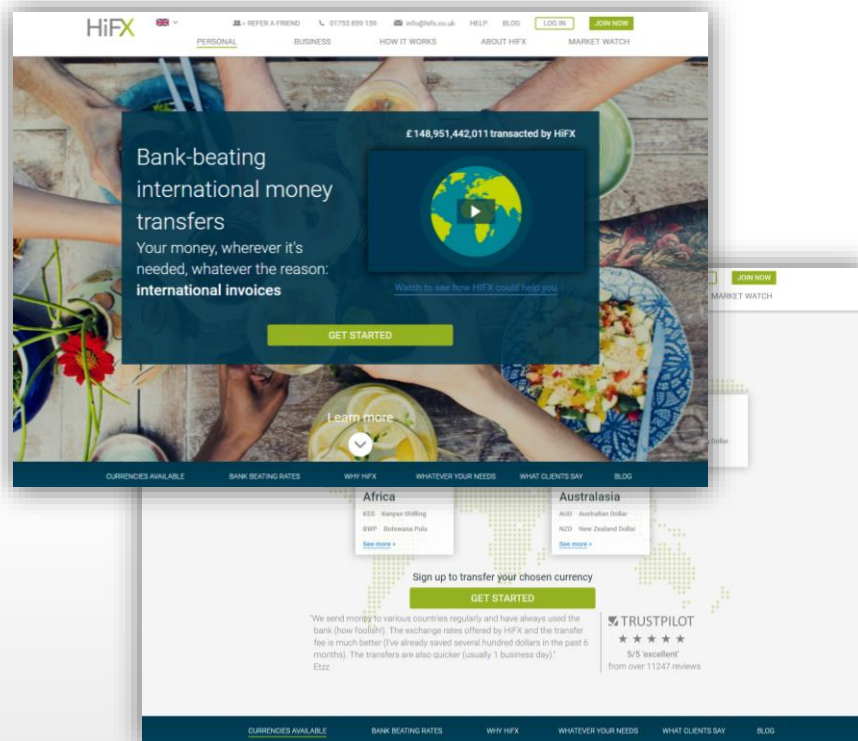
## E-Commerce platform development on Sitecore

- Design, build and support for Virgin Mobile's multi-lingual e-commerce offering in Qatar
- Implementation of Sitecore to enable the business to maintain the website and products
- PIM integration to enable the sale of handsets, SIM packs, special numbers and accessories
- Integration with Microsoft Dynamics CRM and TIBCO middleware
- Project management to rapidly release the site in under 6 months
- Ongoing application support and maintenance



## Foreign exchange platform development

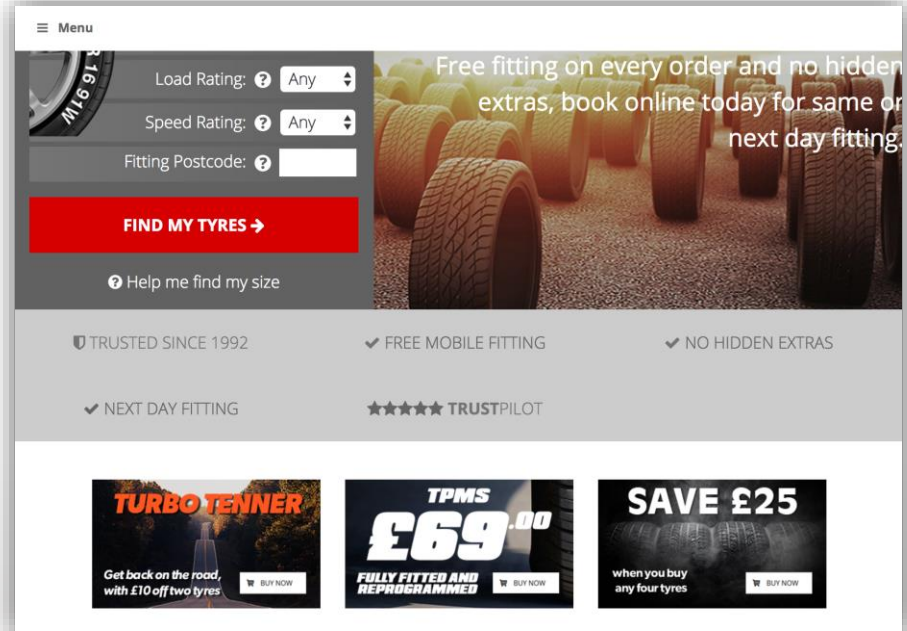
- Sitecore development and consultancy services to assist with build of foreign exchange platform
- Sitecore performance tuning and optimisation
- [hifx.co.uk](https://hifx.co.uk)





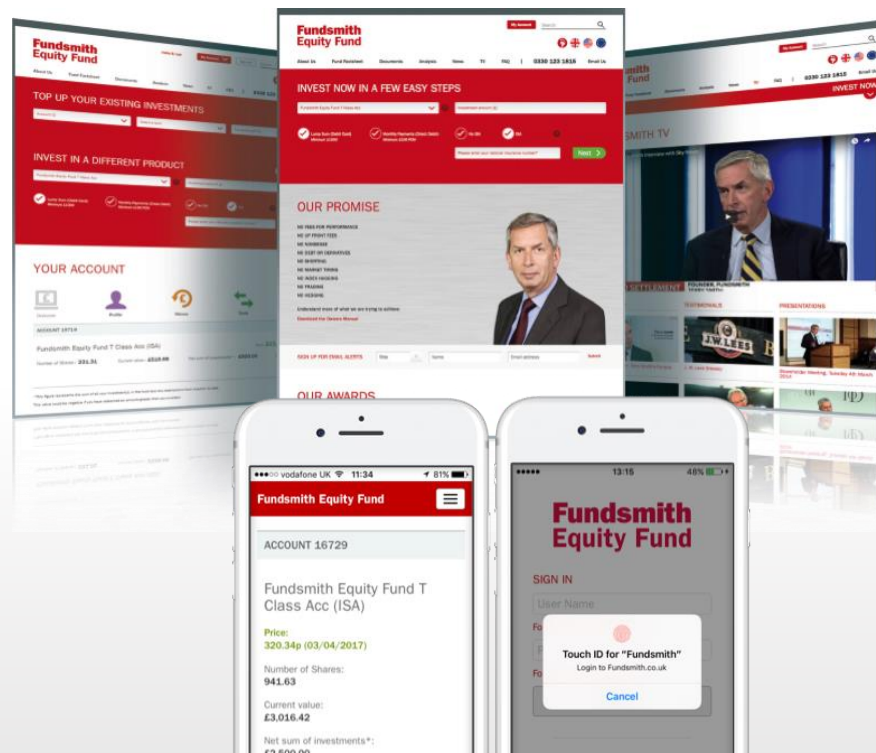
## Content managed e-commerce platform

- Sitecore development and consultancy services to assist with build of content managed e-commerce platform
- Interim support and handover to internal team
- [etyres.co.uk](https://etyres.co.uk)



## Application development and support

- Design, build and support of Fundsmith's digital platform
- Business critical website processing investments of £10m/month, peaking at £24m/month at end of tax year
- Integrated directly into investment management platform (IFDS) as used by Virgin Money
- Includes iPhone (iOS) mobile application, Android version in development



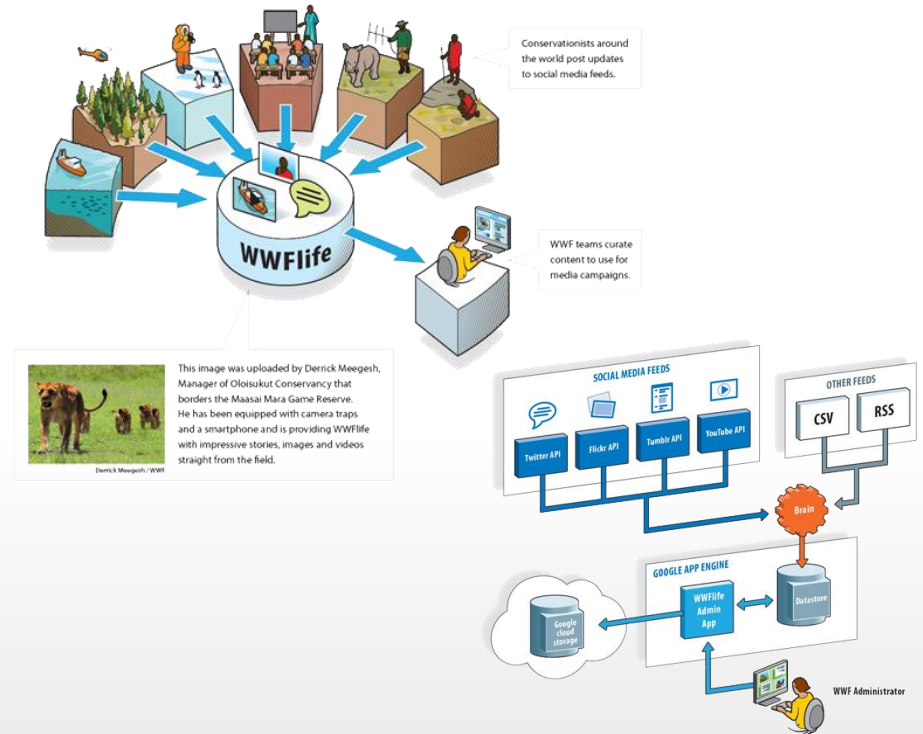


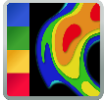
# World Wildlife Fund

## Social media curation on Google Cloud Platform



- Content Management System that ingests social media content from field projects around the globe
- Content curators can build and export arbitrary collections of content, picking from different social media feeds
- System ingests tags from social media feeds and allows administrators to add additional metadata and perform tag management with functions for deleting, renaming and merging tags
- Unlimited scalability solution on Google Cloud Platform (App Engine and Cloud Datastore)





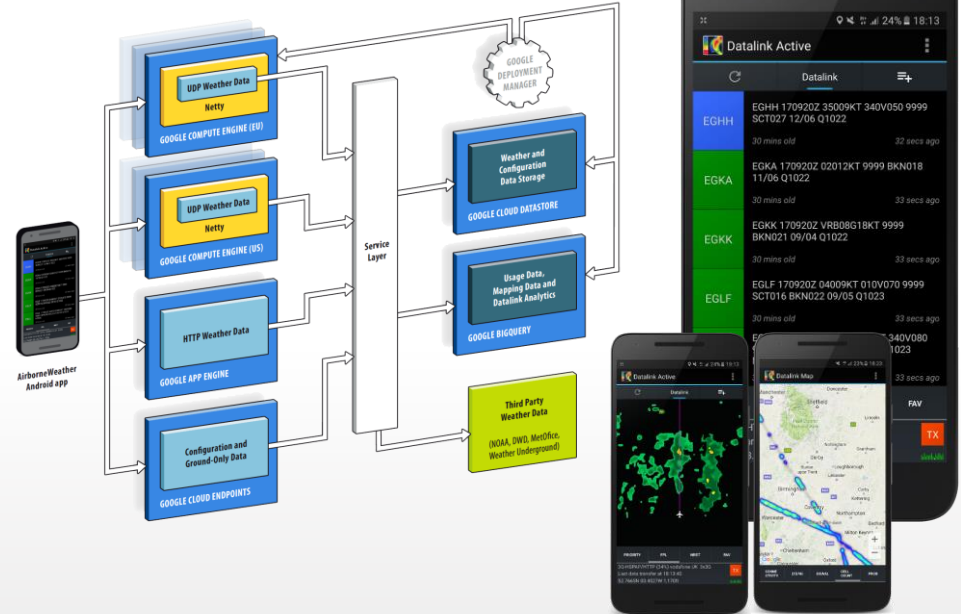
# AirborneWeather



Google Cloud Platform

## Android/iOS mobile app and Google Cloud Platform

- Android and iOS mobile app for real-time delivery of aviation weather
- Extensive use of GCP including Compute Engine, Cloud Datastore, App Engine, Cloud Endpoints, BigQuery, Deployment Manager
- Crowd-sourced connectivity and signal strength mapping using Google BigQuery and Google Maps
- Software-defined, auto-scaling solution for unlimited scalability and global low latency
- Model-View-Presenter software architecture combined with J2ObjC for cross platform Android/iOS solution with shared code base





# Barclays Bank

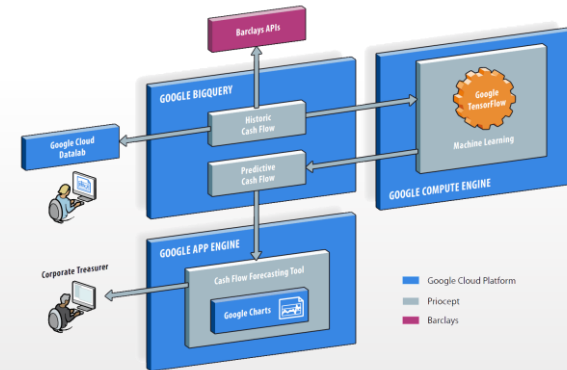
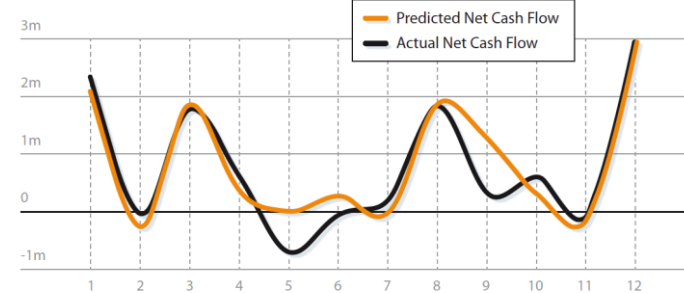
## TensorFlow machine learning cash flow forecasting

- TensorFlow prototype developed for Barclays
- Provides machine learning based cash flow prediction for corporate treasurers
- Extensive use of Google Cloud Platform including Compute Engine, App Engine, Cloud ML, BigQuery and Cloud Datalab
- Python, Django and TensorFlow based software architecture
- Winner of Barclays Open Innovation Hackathon, September 2016



Google Cloud Platform

Predicted Cash Flow (GBP), Q1 2015

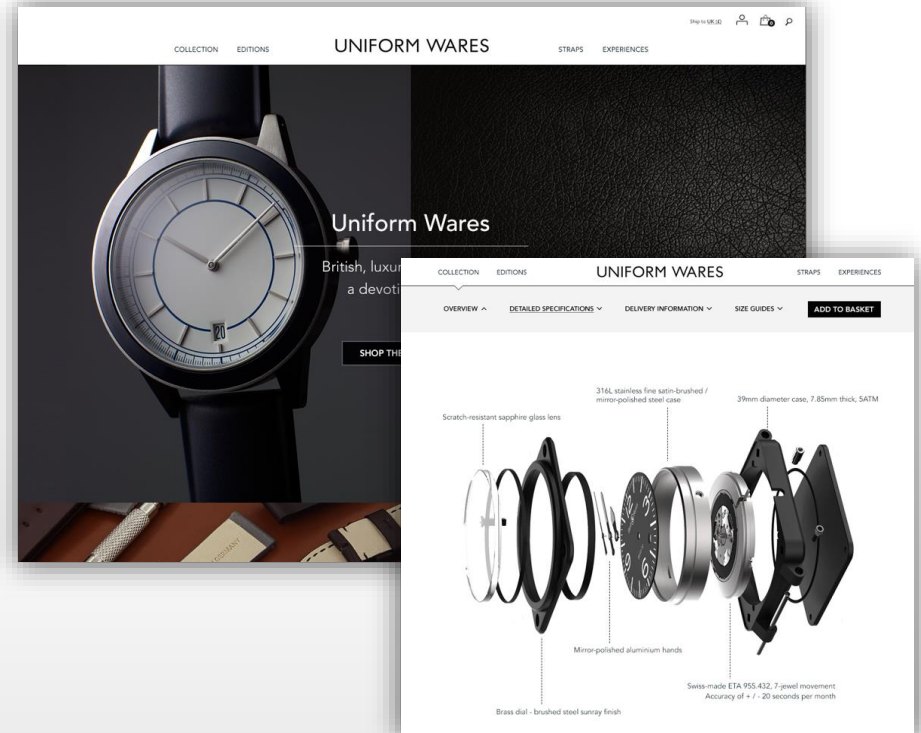


Google Cloud Platform  
Priocept  
Barclays

# UNIFORM WARES

## E-Commerce platform and ERP integration

- Platform selection – Demandware and NetSuite
- E-Commerce store development in Demandware including integration with NetSuite
- All based on Platform as a Service (PaaS) technologies
- [uniformwares.com](https://uniformwares.com)





# GlaxoSmithKline



## Global rollout of Niquitin websites

- Episerver CMS implementation for Niquitin brand
- Rollout to 12 countries – languages include Arabic, Mandarin, French, German, Spanish and English
- Centralised codebase with localisations managed through central build and deploy process
- [niquitin.co.uk](http://niquitin.co.uk) | [niquitin.fr](http://niquitin.fr)



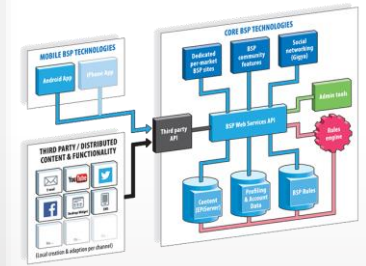


# GlaxoSmithKline

## Behavioural Support Programme (BSP)



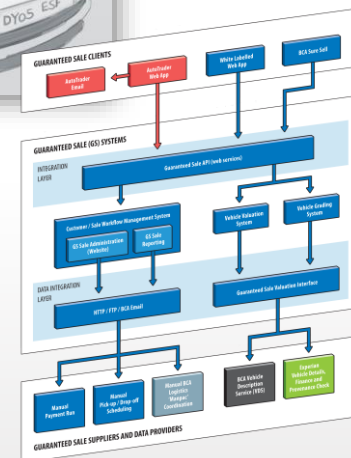
- Episerver based content management
- User profiling system
- Bespoke content delivery rules engine
- Pre-packaged social media integration and gamification
- Native mobile app for Android and iPhone
- Web services API to allow integration of an unlimited range of third party systems
- [committedquitters.com](http://committedquitters.com)





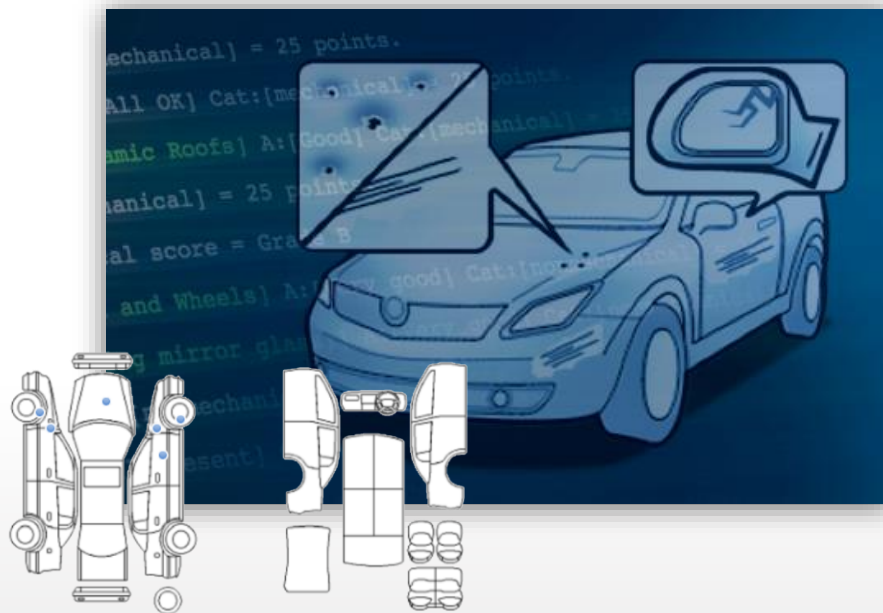
## Guaranteed Sale

- Product development of a [webuyanycar.com](http://webuyanycar.com) rival
- Integration with Auto Trader APIs and [autotrader.co.uk](http://autotrader.co.uk)
- Development of a RESTful API that provides consumers with a guaranteed sale price
- Workflow management for the sale process
- Development of a vehicle valuation system to automatically calculate car prices
- Microsoft .NET, C#, Workflow Foundation



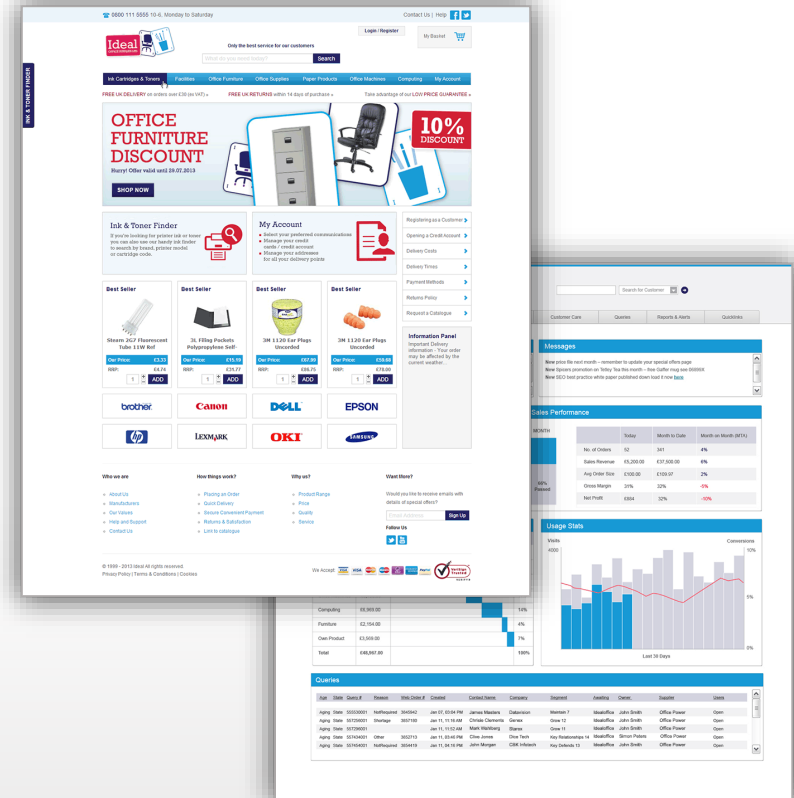
## Vehicle Pricing and Adjustment Service (VPAS)

- Development of a complex algorithm that uses linear and logarithmic regression to automatically price cars
- REST and SOAP web service development
- Automated process for importing historical pricing data
- Microsoft .NET, C#, TeamCity continuous integration
- Ongoing application support and development

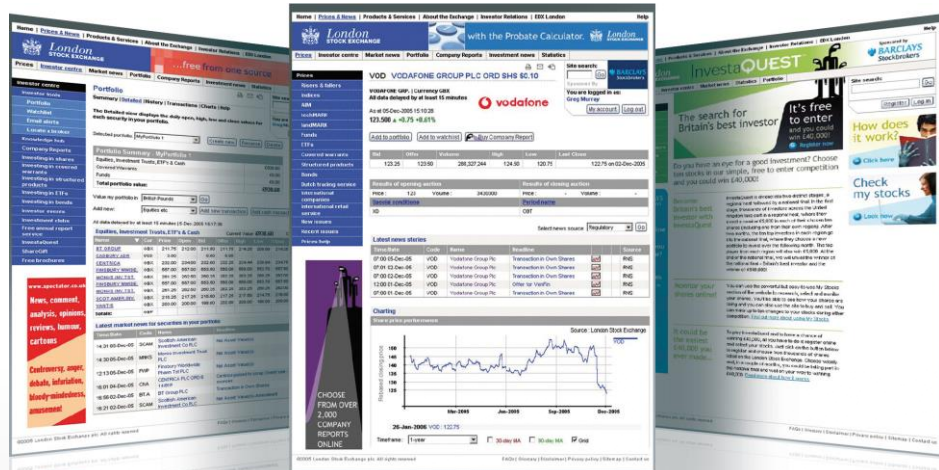


# Redevelopment of e-commerce platform

- Leading UK based online office supplies business (£40m revenues via online channel)
- Redeveloped existing .NET e-commerce codebase to provide white-labelled services to SME office supplies businesses
- Priocept team led the development work on client site, and was integrated into the existing Eurooffice technical team
- Delivered in 9 months
- 10 new dealers live on the platform
- [euoffice.co.uk](http://euoffice.co.uk) | [officepower.net](http://officepower.net)



- Design, build and support of web platform
- Single Sign-On (SSO) user registration system which restricts access to content and applications hosted on central website infrastructure
- E-Commerce system (Microsoft Commerce Server) which provides the facility for the LSE to take credit card payments from users to grant access to secure products and services (subscriptions)
- Various financial data web application implementations for both B2B and B2C audiences (Corporate Events Diary, Historical Price Service)



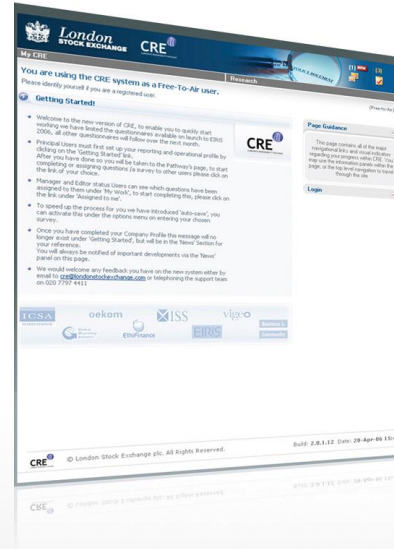
## Regulatory News Service – RNS Submit

- Redevelopment of the London Stock Exchange Regulatory News Service
- Market facing web based application enabling contributors to process and manage regulatory news
- Highly available, scalable document conversion and queuing architecture
- Integration with various market news distributors (PA, Marketwire, Edgar)
- 70% of the UK's listed companies use RNS Submit for their regulatory communications to the market



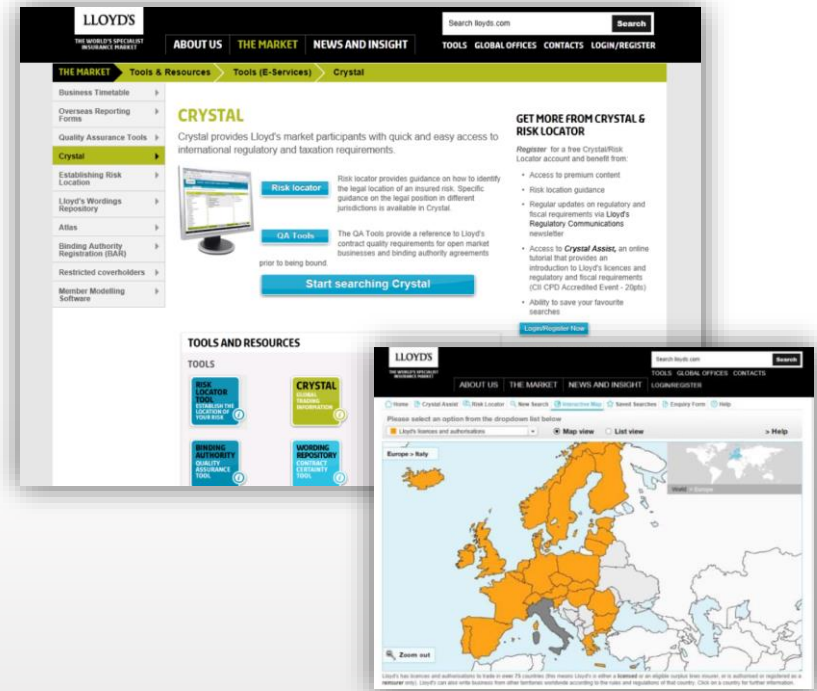
# Corporate Responsibility Exchange

- Corporate responsibility communications platform
- Development of XML / XBRL schemas and taxonomies
- Bespoke web application development using Microsoft .NET, C#
- 175 companies in the UK, Europe and the US using the platform, including 50% of FTSE 100 companies



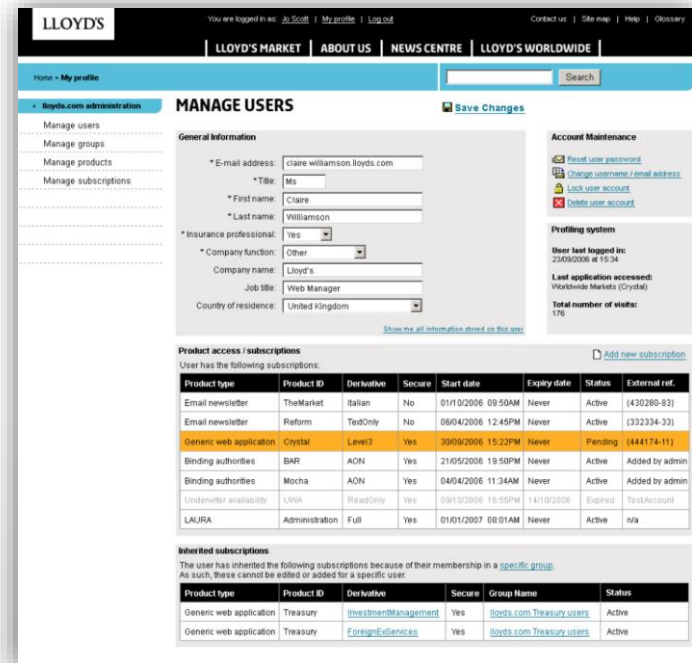
## Insurance risk, regulatory and taxation information system

- Web-based application providing global insurance trading and taxation information to Lloyd's market participants
- Replaces the previous library of pages and PDF documents allowing real-time query and comparison of specific legislation and Lloyd's trading information for more than 280 countries worldwide
- Integrated into Lloyd's core CMS platform
- Security model restricts access at content item level ensuring the most sensitive content is only accessible by authorised users



## Web application security – Single Sign-On

- Design and build of web user management and security system
- Centralised web services API used by all web applications developed for the Lloyd's market
- Standards based architecture to provide authentication and authorisation for any web application
- Delegated administration functionality to devolve responsibility for individual user management to market members
- RSA SecurID integration for administrative functions to enforce two factor authentication



**MANAGE USERS**

**General Information**

\* E-mail address:

\* Title:

\* First name:

\* Last name:

\* Insurance professional:

\* Company function:

Company name:

Job title:

Country of residence:

[Show me all information stored on this user](#)

**Account Maintenance**

[Reset user password](#)

[Change username / email address](#)

[Lock user account](#)

[Delete user account](#)

**Profiling system**

User last logged in: 23/05/2006 at 15:34

Last application accessed: Worldwide Markets (Crystal)

Total number of visits: 176

**Product access / subscriptions**

User has the following subscriptions:

Product type	Product ID	Derivative	Secure	Start date	Expiry date	Status	External ref.
Email newsletter	TheMarket	Italian	No	01/10/2006 09:50AM	Never	Active	(430280-63)
Email newsletter	Reform	TextOnly	No	06/04/2006 12:45PM	Never	Active	(322334-33)
Generic web application	Crystal	Level3	Yes	30/09/2006 15:22PM	Never	Pending	(444174-11)
Binding authorities	BAR	AON	Yes	21/05/2006 19:58PM	Never	Active	Added by admin
Binding authorities	Mocha	AON	Yes	04/04/2006 11:34AM	Never	Active	Added by admin
Underwriter availability	LUNA	ReadOnly	Yes	09/10/2006 18:55PM	14/10/2006	Expired	Test Account
LALURA	Administration	Full	Yes	01/01/2007 08:01AM	Never	Active	n/a

**Inherited subscriptions**

The user has inherited the following subscriptions because of their membership in a [specific group](#). As such, these cannot be edited or added for a specific user.

Product type	Product ID	Derivative	Secure	Group Name	Status
Generic web application	Treasury	InvestmentManagement	Yes	<a href="#">lloyds.com.Treasury users</a>	Active
Generic web application	Treasury	ForeignExchange	Yes	<a href="#">lloyds.com.Treasury users</a>	Active



### Onemedia and PAXUS

- Panasonic Onemedia – media planning and ad-serving tool used by airlines to serve interactive banner advertising inside in-flight entertainment content
- Rolled out to major fleets of aircraft at airlines including Delta and KLM
- PAXUS – passenger usage analysis system
- Microsoft .NET, C#, MSMQ based bespoke platform



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